

Public Information and Communication Services

RMA Task Order

RFTOP #72 TITLE: RMA (USDA) Website and Online Applications Usability and Accessibility Testing, Selected Redevelopment of Two Online Applications, and Training

PART I—REQUEST FOR TASK ORDER PROPOSALS

A. Point of Contact Names: Vernel Thompson, Contract Specialist
E-mail: Vernel.Thompson@usda.gov
Phone: (202) 720-2134
Fax: (202) 720-9226

Technical Proposal Address:	Cost Proposal Address:
USDA/OC	OPPM, POD, IT Team
1400 Independence Ave., SW	Reporter's Bldg. 300 7 th Street, SW
Room 517A	RM 377, ATTN: V.P. Thompson
Washington, DC 20250-1380	Washington, DC 20024

B. Proposed Period of Performance: 1 year from award date of task order.

C. Pricing Method: Firm fixed price. Firm should provide a separate price for (1) website and online applications usability and accessibility testing, (2) selected redevelopment of two online applications, and (3) training. For each item, please clarify the methods to be employed and the estimated number of employee hours required. Past performance, especially with government agencies, will be a significant factor in the determination of the firm that is selected for the award. While price will not be the most important evaluation factor, proposed prices will be considered in determining the firm that represents the best value to the government. Describe the methods involved in performing each of the above-mentioned items subject to the overall ceiling for the task order. If a firm is of the opinion that the available funding is insufficient to complete this task, they are invited to propose how the available funds will be required to complete the task and if interim value is available for a partially completed project. Firms should address the benefits and drawbacks for alternative approaches.

D. Proposal Instructions: Technical proposals should be no longer than 25 pages and must be submitted to the POC at the address specified above. Proposals shall be in hard copy, with an original and 3 copies of the technical proposal and

an original and 3 copies of the cost proposal. Proposals may be submitted by e-mail or by fax. Please enter in the subject line the following text: RFTOP#72-Proposal from {insert your firm name}. A signed task order form (the last page of the RFTOP) should also be faxed to 202-720-8197. In both cases, however, offerors must follow such proposal submissions with hard copies as specified above.

E. Responses Due Date: Thursday, July 18, 2002 at 2:00 P.M. local time.

F. Statement of Work: See attached.

G. Evaluation/Selection Criteria: See 16.0 of Statement of Work

H. Reporting Requirements

1. **Monthly Status Reports**—The Contractor shall submit to the Project Coordinator a 1- to 2-page monthly status report within 10 calendar days after the end of each month. The reporting period shall consist of each calendar month. These reports shall include a qualitative and quantitative description of work accomplishments during the period, including a list of all activities, status of each assignment, problems encountered, action taken, planned activities for the upcoming period, individuals responsible for each activity, and any problems anticipated during the upcoming period.
2. **Final Report**—Thirty days prior to contract expiration, the Contractor shall submit 3 copies of a **draft** final report to the Project Coordinator for review and approval. The Final Report shall be submitted to the Project Coordinator before the expiration of the Period of Performance and shall contain a summary of all work performed during the contract period. The report shall also discuss any problems encountered and the successful resolution of those problems as well as recommendations and conclusions based on experience and the results obtained.

I. Direct Labor Rates (If Applicable)

Acquiring of the services identified in the Statement of Objectives (SOO)/Statement of Work (SOW) are on the basis that the direct labor hours at the specified fixed hourly rate include wages, overhead, general and administrative expenses, profit, and materials are at cost. Please make sure that the proposed rates are loaded.

J. Technical Contact Information

Please submit all technical questions within 5 days after receipt of this document to Janet Osorio (submit by email or a written document); this information can also be faxed.

RMA Web site and Web-based Application Redesign and Evaluation Statement of Work

1.0 Background

- 1.0.1 The Risk Management Agency (RMA) mission includes providing timely and accurate information on risk management and crop insurance to a wide variety of audiences.
- 1.0.2 With its Web site and applications, RMA is working to become more interactive with its audiences to promote its goals, but has limited resources to develop, manage, and maintain RMA content and online applications. This has become a critical issue given the resources needed to comply with Section 508 of the Rehabilitation Act now in effect.
- 1.0.3 To resolve these issues and prevent future ones from developing, RMA is planning a substantial review of the usability and accessibility of its Internet site, focusing on its online applications.
- 1.0.4 With this review and redesign, RMA seeks to benefit from technological advances and current user interface design theory to foster increased communication, collaboration, and cooperation among and between its widely varied audiences.
- 1.0.5 As a critical part of this statement of work, RMA seeks a contractor to perform usability design and testing for its Web site. Also, in the final phase of the contract, the contractor shall use the new templates to fully redevelop two (2) existing applications, selected by RMA, in ColdFusion 5.0 or higher for an NT server environment and deploy them successfully on the public Web site. The guidelines and template system developed by the contractor in close consultation with RMA shall enhance and guide the technical development of the Web site and online applications.
- 1.0.6 All work shall be carried out in close consultation with RMA's Web and technical development teams.

2.0 Definitions

Accessibility— In compliance with Section 508 of the Rehabilitation Act.

Audiences— All customers accessing the RMA Web site, includes producers, producer associations, legislators, reporters, the insurance industry, other government agencies, RMA employees, and the general public.

Characteristics— All distinguishing traits, qualities, and properties.

CIO-SP— Chief Information Officer Solutions and Partners.

COB— Close of business, 3:00 p.m. EST.

Collaboration— to cooperate with others.

Communication— process by which verbal and or written information is exchanged.

Cooperation— the act of working for a common effort.

Design element— One single stand-alone piece in the Web software design.

Design metaphor— Phrase or term that denotes a specific type of Web design element.

Design theory— Principles of the Web design plan.

General correspondence— written communication in the form of e-mails and memorandums.

Need— a lack of something requisite, desirable, or useful.

NITAAC— National Institutes of Health Information Technology Acquisition and Assessment Center.

Offeror— One who make an offer.

Preferences— the opportunity of choosing.

Project coordinator— Person designated to combine the actions of those working on the project in a smooth concerted productive way.

Representative sampling— sampling which includes representation from each audience.

RMA Web site— All Web pages within <http://www.rma.usda.gov>.

Section 508 of the Rehabilitation Act— Section 508 of the Rehabilitation Act, Part 1194.22, establishes accessibility standards that will change the way users access information on the Web. These standards will help users who:

- Are not be able to see, hear, move, or may not be able to process some types of information easily or at all,
- May have difficulty reading or comprehending text,
- May not have or be able to use a keyboard or mouse, and
- May have a text-only screen, or may be using a screen reader to view the Web.

Technological advances— resulting from improvements in technical processes that increase productivity and eliminates manual operations or operations done by older computer systems.

Usability— convenient and practical for use, easy to learn and use, especially for people who are not experts.

Usability design— designing Web systems that are practical, Easy to learn and use, especially for people who are not experts.

Usability testing— testing Web systems for ease of learning and use, especially for people who are not experts.

User interface— The shared boundary where the audience and Web system meet. The layer of the Web system at which the customer searches, inputs, processes, and receives output.

Web site applications— A Web-based program that helps the user accomplish a specific task.

Web site content— All Web site information, with includes text, graphics, hyperlinks, and Web site applications.

3.0 Objectives

- 3.0.1 To identify the characteristics, needs, and preferences of RMA's major audience groups.
- 3.0.2 To identify problems with current online applications and Website information organization and work with the agency to solve them prior to implementation, including compliance with Section 508 of the Rehabilitation Act.
- 3.0.3 To redevelop two (2) agency-selected online applications, in ColdFusion 5.0 or higher for an NT server environment, based on agreed-upon templates approved by RMA.
- 3.0.4 To produce work that is in 100% compliance of Section 508 of the Rehabilitation Act.
- 3.0.5 To test the redesigned Web site templates and online applications at agency-selected key stages of development in order to meet all usability and accessibility criteria.

4.0 Scope of Work

This contract consists of: (1) Web site/applications audience analysis, (2) Web site/applications accessibility analysis for compliance with Section 508 of the Rehabilitation Act, (3) usability review of and final set of templates for online applications and Web site, (4) redevelopment of the following online applications using the new template system: Premium Calculator and Summary of Business Online, and (5) training on template systems, usability, accessibility, and application redevelopment.

The performance of this contract requires demonstrated expertise in the following:

- Testing Web sites and Web-based applications for usability
- Testing Web sites and applications for accessibility as defined in Section 508 of the Rehabilitation Act
- Making recommendations for modifications to Web page/application layout/design
- Developing Web-based applications using ColdFusion 5.0 or higher
- Providing Web development training, in-house and online
- Evaluating current hardware and software used by persons with disabilities
- Certifying all products in compliance with Section 508 of the Rehabilitation Act and its application to electronic media

Typically, the performance of this type of contract demands a contract team that includes at least one (1) senior-level usability design expert with a minimum of 10 years of experience in usability engineering and proven expertise in human-centered Web site design; a graphic designer with proven experience designing usable Web site interfaces; and team members that have excellent information-gathering, analytical, and communication skills.

4.1 Task Order Modification Procedures

- 4.0.1 If agency priorities change, a task order modification may be requested in accordance with NIH's contract usage instructions.

5.0 Contract Type: Period of Performance

- 5.0.1 This is a firm fixed-price task order contract with a base performance period of 12 months, which will begin at the time of the contract award. Some of the work associated with this contract is dependent upon the technical progress of the sites and applications and is expected to be intermittent. This contract has one (1) 3-month renewable option to allow for possible delays in technical development.

6.0 Places of Performance

- 6.0.1 Project-related activities shall take place at the contractor's facilities. Meetings, training sessions, and other activities that involve RMA personnel will take place either at RMA's headquarters in the South Building at 1400 Independence Ave., SW, in Washington, DC, or the Kansas City office at 6501 Beacon Drive, Kansas City, Missouri.

7.0 Specific Performance Based Requirements

- 7.0.1 Performance Due Dates:
Time is of the essence in the performance of this contract. All deliverable due dates (including those for services) must be met in accordance with the contract schedule.
- 7.0.2 Performance-Quality Level:
Task quality level will be assessed by RMA's COTR, based on a Yes-No evaluation of completed tasks and sub-tasks, in terms of compliance with the standards and requirements prescribed in the SOW.
- 7.0.3 Performance Requirements Summary:

Task # and Deliverable	Performance Requirement	Performance Measure	Performance Outcome	Performance Outcome
TASK 1 Reports Contractor shall submit required reports as specified in this contract	Delivery of detailed reports within specified date with 2 or fewer revised drafts before final RMA approval	Reports completed and accepted by Government no later than ten (10) working days after project initiative Reports contain all requirements identified by RMA	Full payment for this task item	5% reduction in the negotiated award amount for each week an acceptable report is delayed

Task # and Deliverable	Performance Requirement	Performance Measure	Performance Outcome	Performance Outcome
TASK 2 Plans Contractor shall submit required plans as specified in this contract	Delivery of detailed plans within specified date with 2 or fewer revised drafts before final RMA approval	Plans completed and accepted by Government no later than ten (10) working days after project initiative Plans contain all requirements identified by RMA	Full payment for this task item	5% reduction in the negotiated award amount for each week an acceptable Assessment is delayed Weekly status meetings and reports, showing milestones, progress and tasks outstanding
TASK 3 Application Redevelopment Contractor shall provide a redevelopment of the Premium Calculator and Summary of Business Online applications in ColdFusion 5.0 or higher using new interface design standards	Delivery of redeveloped applications with 2 or fewer revisions before final RMA approval	Application redevelopment completed and accepted by Government by the due date Application redevelopments contain all requirements identified by RMA Applications redevelopments contain all requirements identified by RMA and comply with Section 508 of the Rehabilitation Act	Full payment for this task item	5% reduction in the negotiated award amount for each week an acceptable Vision is delayed

Task # and Deliverable	Performance Requirement	Performance Measure	Performance Outcome	Performance Outcome
TASK 4 Training Contractor shall provide required training as specified in this contract	Delivery of required training meeting RMA specifications and approval	Training completed and accepted by Government by the due date	Full payment for this task item	5% reduction in the negotiated award amount for each week acceptable training is delayed
TASK 5 Web Template Contractor shall produce a new Web site template (developed in collaboration with agency's Web team)	Delivery of new Web site template with 2 or fewer revisions before final RMA approval	Template completed and accepted by Government by the due date Template includes all requirements identified by RMA and complies with Section 508 of the Rehabilitation Act	Full payment for this task item	5% reduction in the negotiated award amount for each week an acceptable template is delayed

8.0 Special Considerations

8.1 *Technical/Cost Proposals Preparations*

1. A description of previous corporate experience in providing the services required in the task order, including references. Applicants shall describe any prior experience working with the Federal Government on usability projects.
2. The resumes of all professional staff members proposed for this task order, including resumes of any proposed consultants and subcontractors.
3. Lists of Web sites and/or Web-based applications that any proposed staff members have worked on in the past.
4. A description of the specific technical approach recommended for performance of the task order.
5. A detailed price breakdown, including hourly wages, estimated number of hours required per person, prices of any special materials or facilities needed, and anticipated miscellaneous charges, such as travel.
6. A description of the contractor's facilities and non-personnel resources that may be used in the performance of this task order.
7. All planned subcontracting arrangements and the subcontractors' area of expertise.
8. Letters of commitment from all proposed subcontractors and consultants, to include their commitment to adhere to the schedule as proposed in 9.0 Deliverable/Delivery Schedule.

8.2 *URL for the current Web site*

8.2.1 The RMA Web site is located at: <http://www.rma.usda.gov>.

8.2.2 The RMA Web pages containing links to its online applications are:
<http://www3.rma.usda.gov/tools/> and <http://www3.rma.usda.gov/apps/sob/>.

9.0 Deliverables/Delivery Schedule

9.0.1 All material and code developed for this contract is the sole property of the Federal Government.

9.1 *The work to be delivered will include the following:*

Task	Completion
9.1.1 Web site audience analysis, report, and recommendations (based on existing information and discussions with the agency's Web team)	Award date plus twenty (20) business days
9.1.2 Proposed user interface design plan for online applications	Acceptance date of 9.1.1 plus ten (10) business days
9.1.3 User interface usability testing, report, and recommendations for online applications, including testing for Section 508 compliance	Acceptance date of 9.1.2 plus fifteen (15) business days
9.1.4 Revised user interface design plan	Acceptance date of 9.1.3 plus ten (10) business days
9.1.5 Complete online applications redesign plan (developed in collaboration with agency's Web and technical development teams)	Acceptance date of 9.1.4 plus ten (10) business days
9.1.6 Usability testing, report, and recommendations for prototype redesign	Acceptance date of 9.1.5 plus forty (40) business days
9.1.7 Redevelopment of the Premium Calculator and Summary of Business Online applications in ColdFusion 5.0 or higher using new interface design standards	Acceptance date of 9.1.6 plus thirty-five (35) business days
9.1.8 Training session for developers (complete with contractor-supplied training material, including a user manual and technical documentation)	Acceptance date of 9.1.7 plus five (5) business days
9.1.9 Proposed user interface design plan and new Web site template for Web site	Acceptance date of 9.1.8 plus ten (10) business days

Task	Completion
9.1.10 Web site user interface usability testing, report, and recommendations	Acceptance date of 9.1.9 plus ten (10) business days
9.1.11 Revised user interface design plan and new Web site template	Acceptance date of 9.1.10 plus twenty-five (25) business days
9.1.12 Complete Web site redesign plan and new Web site template (developed in collaboration with agency's Web and technical development teams)	Acceptance date of 9.1.11 plus thirty (30) business days
9.1.13 Training sessions for Web team members on new Web site template (complete with contractor-supplied training material, including a user manual)	Acceptance date of 9.1.12 plus five (5) business days
9.1.14 Usability testing, report, and final analysis for Section 508 compliance	Acceptance date of 9.1.13 plus thirty-five (35) business days

10.0 Security

- 10.0.1 The work performed under this task order is unclassified. The contractor shall comply with and be subject to all relevant provisions of the Privacy Act, including the clause on Confidentiality of Information. In the event that the contractor has access to any sensitive material, it shall comply with the written CIO-SP standards for non-disclosure of sensitive and/or proprietary data.

11.0 Packaging, Packing, and Shipping Instructions

- 11.0.1 The contractor shall ensure that all deliverables and correspondence are preserved, packaged, packed, and marked in accordance with best commercial practices to meet the requirements of the carrier and to ensure safe and timely delivery at the intended destination. The contractor shall transmit all reports, design documents, and user analysis data to RMA by hand delivery or by use of a delivery service that provides tracking numbers. All data and correspondence submitted shall reference:

1. The CIO-SP Task Order Authorization Number
2. The NITAAC Tracking Number
3. The name of the government end user agency (RMA)
4. The name of the COTR

- 11.0.2 Containers shall be clearly marked as follows:

1. Name of contractor
2. The CIO-SP Task Order Authorization Number
3. The NITAAC Tracking Number
4. A description of items contained therein
5. Consignee(s) name and address

12.0 Inspection and Acceptance Criteria

- 12.0.1 All reports and other deliverables will be inspected by RMA staff for compliance with CIO-SP standards and the terms of the task order. The contractor shall revise these deliverables if necessary. All project-related plans must be approved by RMA personnel prior to implementation. Approval or disapproval will be based on many factors, including overall feasibility and compliance with government regulations concerning data collection.

13.0 Accounting and Appropriation Data

- 13.0.1 Continuation of the project into the FY 2003 is anticipated, but is subject to the availability of funds.

14.0 Reporting Requirements

- 14.0.1 ***Monthly Status Reports***—The Contractor shall submit to the Project Coordinator a 1- to 2-page monthly status report within 10 calendar days after the end of each month. The reporting period shall consist of each calendar month. These reports shall include a qualitative and quantitative description of work accomplishments during the period, including a list of all activities, status of each assignment, problems encountered, action taken, planned activities for the upcoming period, individuals responsible for each activity, and any problems anticipated during the upcoming period.
- 14.0.2 ***Final Report***—Thirty days prior to contract expiration, the Contractor shall submit 3 copies of a draft final report to the Project Coordinator for review and approval. The Final Report shall be submitted to the Project Coordinator before the expiration of the Period of Performance and shall contain a summary of all work performed during the contract period. The report shall also discuss any problems encountered and the successful resolution of those problems as well as recommendations and conclusions based on experience and the results obtained.

15.0 Post-Award Administration

- 15.0.1 A performance evaluation of the contractor will be completed by RMA at the end of this project or at 1 year post-award, whichever comes latest. For example, if the project is extended for 3 months, then the evaluation will be completed at 15 months post-award. If the project is not extended, the evaluation will be completed at 1-year post-award.

16.0 Evaluation/Selection Criteria

- 16.0.1 Upon receipt, the Government will evaluate cost and technical proposals to determine which offer provides the Best Value to the Government. After the evaluation process is completed, discussions may be conducted prior to determining if the CO should request the offerors to give Best and Final Offer (BAFO), although the Government reserves the right to award without discussions based upon initial proposal submission.
- 16.0.2 The contractor's proposals will be evaluated in terms of both technical and price criteria to determine the best value for RMA. Technical quality is significantly more important than price. The government will consider these criteria in relative descending order of importance.

- 16.0.3 The evaluation criteria are:
- Technical approach
 - Past performance
 - Problem solving approach
 - Knowledge and experience of proposed staffing
 - Price
- 16.0.4 The contractor shall provide:
- Examples of previous successful Web site usability and accessibility testing
 - Examples of previous successful usability and accessibility testing for Web-based applications
 - A documented and well-defined methodology for Web usability and accessibility

Specific evaluation criteria are listed below:

- 16.1 *Technical approach*..... 25 points**
 Written proposal..... 15 points
 Oral presentations..... 10 points

- 16.1.1 The proposal will be evaluated based upon the contractor's demonstrated understanding of the statement of work and the tasks to be performed and the quality/feasibility of the approach(es) proposed to accomplish the tasks.

- 16.2 *Knowledge and experience of proposed team members* 35 points**

- 16.0.5 Resumes of proposed personnel must reflect the necessary experience, qualifications, and education needed to fulfill each task in the statement of work.
- 16.0.6 Particular attention should be paid to training and experience in usability testing and interface design, including compliance with Section 508.

- 16.3 *Past performance*..... 20 points**
 Written proposal..... 10 points
 Oral presentations..... 10 points

- 16.3.1 The contractor must demonstrate successful past performance on projects of a similar scope.
- 16.3.2 The usability and graphic design professionals on the contract team must describe their roles in previous projects they have completed and supply references that can confirm past success.
- 16.3.3 The developers on the contract team, or their subcontractor, must describe their roles in previous projects they have completed and supply references who can confirm past success developing Web-based applications in ColdFusion 5.0 or higher.

- 16.4 *Price*..... 20 points**

- 16.0.1 The proposed price between substantially equal proposals shall be a major factor in selection of a proposal for award. The government reserves the right to make an award to an offeror, other than the low responsive and responsible offeror, if the evaluation renders that the offeror to be significantly superior from a technical standpoint so as to warrant payment by the government of a premium (i.e., the difference in price between the superior proposal and the low proposal) for such superiority.

Task Order# ICS-72 TITLE: RMA (USDA) Website and Online Applications Usability and Accessibility Testing, Selected Redevelopment of Two Online Applications, and Training

PART II - CONTRACTOR'S REPLY:

CONTRACT #263-01-D-0_____

Contractor:

Points of Contact:

Phone-

Fax-

Address:

TOTAL ESTIMATED COST:

Pricing Method:

PROPOSED COMPLETION DATE:

FOR THE CONTRACTOR: _____
Signature Date

SOURCE SELECTION:

WE HAVE REVIEWED ALL SUBMITTED PROPOSALS HAVE DETERMINED THIS FIRM SUBMITTED THE BEST OVERALL PROPOSAL AND THE PRICE/COST IS REASONABLE.

Billing Reference # _____

Appropriations Data: _____

RECOMMENDED: _____
FAX # Signature - Project Officer Date

APPROVED: _____
FAX # Signature - Contracting Officer Date

NIH APPROVAL -

CONTRACTOR SHALL NOT EXCEED THE TASK ORDER AMOUNT WITHOUT THE WRITTEN APPROVAL OF THE CONTRACTING OFFICER & ICS COORDINATOR

APPROVED: _____
Signature –Anthony M. Revenis, J.D., NIH-PICS Coordinator Date